

THE WHITE HOUSE

WASHINGTON

Executive Registry

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## MEMORANDUM FOR THE SPG PRINCIPALS

SUBJECT: Public Diplomacy (Central America) (U)

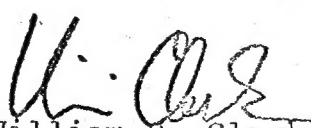
The President has asked me, now that we have established the SPG, to expand significantly our public diplomacy strategy specifically to support our policy in Central America. I believe we must follow the same course as we have with the European strategic debate and designate a point man to be responsible for the development and implementation of a public diplomacy strategy concerning Central America. (C)

After consultations with Secretary Shultz I have asked Senator Richard Stone to assume this responsibility and chair an interagency committee on Central American public diplomacy. I am particularly interested that Senator Stone focus not only on the developments in Central America but also on the impact that these activities have in Latin America as well as elsewhere overseas and in the United States. For this assignment he will function as the President's Personal Representative. Senator Stone and his committee will carry out their responsibilities in the context of the International Political Committee (IPC) with substantive policy guidance to be provided by established policy making bodies in his field. The Public Affairs and International Information Committees will also play key roles in this overall effort. (C)

As chairman of this Central American subgroup of the IPC, Senator Stone will need staff support, to include officers detailed from appropriate agencies and departments. His office will be established in the Department of State. I request the Department of State provide Senator Stone with appropriate office space, logistic support, operating budget, and clerical support. (C)

These activities should commence immediately. I expect Senator Stone to give his first comprehensive report to the SPG by March 1. (U)

FOR THE PRESIDENT:

  
William P. Clark~~CONFIDENTIAL~~

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